

## Products, Tools, and Research Briefs Linked to Local Strategies to Address Childhood Obesity

### Introduction

In 2008, the Institute of Medicine (IOM) Standing Committee on Childhood Obesity identified local government actions as key to front-line efforts addressing childhood obesity prevention. A direct result of that recommendation was the formation and subsequent development of the IOM *Local Government Actions to Prevent Childhood Obesity* report issued in September 2009. In addition to the IOM report, two other resources have been published to help localities in their efforts to promote healthy eating and physical activity environments. While the three reports were issued by different organizations, there is much consistency and agreement on the steps local communities can take as they seek to start – or continue – their efforts to address childhood obesity.

- The IOM report [Local Government Actions to Prevent Childhood Obesity](#)<sup>1</sup> identified 58 action steps, with 12 slated as *most promising*. The IOM report was specifically focused on strategies likely to directly affect children and that take place *outside* of the school day.
- The Centers for Disease Control and Prevention (CDC) report [Recommended Community Strategies and Measurements to Prevent Obesity](#)<sup>2</sup> identified 24 recommendations and suggested measurements. The CDC report recommendations apply to both children and adults, and include those that can take place during school hours.
- The Leadership for Healthy Communities (LHC) [Action Strategies Toolkit](#)<sup>3</sup> identified 10 action strategies with 31 policy options and resources to create healthy communities and prevent childhood obesity. The LHC report includes school-based strategies.

Building upon the work of the IOM, CDC, and LHC, the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity has identified 14 action steps (using the 12 priority action steps identified by the IOM, and two additional school-based ones) to focus on setting policy and technical assistance priorities. The center has also folded additional IOM action steps into the 12 main steps where appropriate. For example, creating incentives to enable small food store owners to carry healthy, affordable food can be a stepping stone for the highlighted action step of creating incentives to attract supermarkets and grocery stores to underserved neighborhoods.

These action steps will drive the center's efforts in working with federal, state, and local policy-makers, as well as the National Program Offices (NPOs), the rest of the Robert Wood Johnson Foundation network, and other organizations in collective efforts to drive policy changes that make the healthy choice the easy choice.

An important component to the action steps is the identification of the products, tools, research briefs, and other resources that can help drive policy change. The table below highlights the various resources currently online from NPOs and external organizations that complement the 14 action steps. The resources listed are intended to help policy-makers implement the targeted action steps and drive policy change. Resources and materials such as press releases, research papers, and testimony are not included in this list because while they may serve as good background information, they are not actual products that can help advance a movement.

In addition to the specific products listed below, a number of other documents and reports provide excellent background and case studies critical in helping drive the policy agenda. These key documents include:



- Leadership for Healthy Communities (LHC<sup>1</sup>) [Action Strategies Toolkit](#): In addition to the policy options and resources described above, this toolkit provides case studies of local entities that have successfully promoted health and wellness policies.
- Robert Wood Johnson Foundation (RWJF) and Trust for America's Health [F as in Fat](#): This annual report provides an extensive overview of federal and state-by-state obesity trends, policies, and statistics, as well as recommended action steps at all levels.
- Institute of Medicine (IOM) Food and Nutrition Board reports: Two reports, [Preventing Childhood Obesity: Health in the Balance](#) and [Progress in Preventing Childhood Obesity: How do we Measure Up?](#), provide the evidence base, recommended actions, and assessment of obesity-prevention efforts in the U.S.
- Centers for Disease Control and Prevention (CDC) [Guide to Community Preventive Services](#): This guide for policy-makers features programs and policy interventions that have proved effective in a variety of areas, including nutrition, obesity, and physical activity.
- The National Governor's Association (NGA) [Shaping a Healthier Generation: Successful State Strategies to Prevent Childhood Obesity](#): The report offers direction to governors and other policy-makers attempting to craft children's health policies that prevent obesity and advance the well-being of all families.
- Convergence Partnership [Promising Strategies for Creating Healthy Eating and Active Living Environments](#): This report offers a comprehensive and cross-cutting review of policy, strategy, and program recommendations to promote healthy eating and active living.
- The United States Conference of Mayors (USCM) [Mayors' Guide to Fighting Childhood Obesity](#): This guide provides information on sample policies and selected funded opportunities to help mayors implement childhood obesity prevention efforts.
- National Conference of State Legislatures (NCSL) [Promoting Healthy Communities and Reducing Childhood Obesity: Legislative Options](#): This document summarizes state legislation proposed and passed during 2007 and 2008 in the broad categories of healthy eating and physical activity and healthy community design and access to healthy food, divided into 17 topic areas.
- National League of Cities (NLC) [Combating Childhood Obesity Action Kit for Municipal Leaders](#): This toolkit provides mayors and city council members with policy options for addressing childhood obesity at the city level and includes relevant facts and successful examples.
- YMCA of the USA [Community Healthy Living Index](#): This index is a set of five community assessment tools that measure opportunities for physical activity and healthy eating in areas that impact an individual's daily life. These tools also facilitate discussion about how to improve the community environment to increase opportunities for healthy living.
- YMCA of the USA [Healthy Family Home](#): This website is designed to help any family in any community make healthier decisions and lead healthier lives at home.

The action steps are organized into three categories: Healthy Eating, Physical Activity, and Social Marketing.

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<sup>1</sup> A list of acronyms is provided at the end of the document

## Key Local Strategies to Address Childhood Obesity

HEALTHY EATING	
IOM Action Steps	Products, Tools, and Research Briefs
<p>Create incentive programs to attract supermarkets and grocery stores to underserved neighborhoods.</p> <p><i>[Other recommendations that can serve as stepping stones for communities while working towards this larger goal include incentive programs to help purchase refrigeration equipment, highlight best practices, or reduce point-of-sale marketing of junk food, and encouraging farmers markets, community gardens, community kitchens, and farm-to-school programs.]</i></p>	<p>Food Trust. <a href="#">Building Healthy Communities: Expanding Access to Fresh Food Retail</a>.</p> <p>Food Trust. <a href="#">The Need for More Supermarkets in Chicago</a>.</p> <p>Food Trust. <a href="#">The Need for More Supermarkets in New York</a>.</p> <p>Food Trust. <a href="#">Building Healthy Communities: Expanding Access to Fresh Food Retail in New Orleans</a>.</p> <p>HER. <a href="#">Bringing Healthy Foods Home: Examining Inequalities in Access to Food Stores</a>.</p> <p>RWJF. <a href="#">Associations Between Access to Food Stores and Adolescent Body Mass Index</a>.</p> <p>Prevention Institute/RWJF. <a href="#">The Links Between the Neighborhood Food Environment and Childhood Nutrition</a>.</p> <p>PHLP. <a href="#">Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods</a>.</p> <p>PHLP. <a href="#">Establishing Land Use Protections for Farmers' Markets</a>.</p> <p>NPLAN. <a href="#">Establishing Land Use Protections for Community Gardens</a>.</p> <p>PHLP. <a href="#">Funding Sources for Healthy Food Retail</a>.</p> <p>NPLAN. <a href="#">Healthy Mobile Vending Policies: A Win-Win for Vendors and Childhood Obesity Prevention Advocates</a>.</p> <p>PHLP. <a href="#">Changes in the WIC Food Packages: A Toolkit for Partnering with Neighborhood Stores</a>.</p> <p>PHLP. <a href="#">How to Use Economic Development Resources to Improve Access to Healthy Food</a>.</p> <p>Rudd Center for Food Policy and Obesity. <a href="#">Policy Brief on Access to Healthy Foods in Low Income Neighborhoods</a>.</p> <p>ICMA. <a href="#">Community Health and Food Access: The Local Government Role</a>.</p> <p>PolicyLink. <a href="#">Healthy Food Retailing</a>.</p> <p>PolicyLink. <a href="#">Designed for Disease: The Link Between Local Food Environments and Obesity and Diabetes</a>.</p>
<p>Require menu labeling in chain restaurants to provide consumers with calorie information on in-store menus and menu boards.</p> <p><i>[The creation of incentive programs to promote healthier options may be a stepping stone for communities looking to achieve the larger goal of menu labeling.]</i></p>	<p>HER. <a href="#">Menu Labeling: Does Point of Purchase Nutrition Information Affect Consumer Behavior?</a></p> <p>HER. <a href="#">Restaurant Realities: Inequalities in Access to Healthy Restaurant Choices</a>.</p> <p>NPLAN. <a href="#">Model Menu Labeling Ordinance</a>.</p> <p>NPLAN. <a href="#">Menu Labeling Laws: A Comparative Analysis</a>.</p> <p>NPLAN. <a href="#">Model Menu Labeling Ordinance: Background and Legal Issues</a>.</p> <p>Prevention Institute/RWJF. <a href="#">The Links Between the Neighborhood Food Environment and Childhood Nutrition</a>.</p> <p>CSPI. <a href="#">Comparison of Menu Labeling Policies</a>.</p> <p>CSPI. <a href="#">Map of State and Local Menu Labeling Policies</a>.</p> <p>Rudd Center for Food and Policy. <a href="#">Menu Labeling in Chain Restaurants: Opportunities for Public Policy</a>.</p> <p>JAMA. Ludwig and Brownell. <a href="#">Public Health Action Amid Scientific Uncertainty</a>.</p>
<p>Mandate and implement strong nutrition standards for foods and beverages available in government-run or regulated after-school programs, recreation centers, parks, and childcare facilities, including limiting access to unhealthy foods and beverages.</p>	<p>AFHG. <a href="#">Before and After School Programs Toolkit</a>.</p> <p>AFHG. <a href="#">Healthy Schools Product Calculator</a>.</p> <p>AFHG. <a href="#">Product Navigator</a>.</p> <p>AFHG. <a href="#">Guidelines for Competitive Foods Sold in Schools to Students</a>.</p> <p>AFHG. <a href="#">Competitive Beverage Guidelines</a>.</p> <p>HKHC. <a href="#">Lessons from the Field: Promoting Healthy Eating in Communities</a>.</p> <p>HER. <a href="#">Promoting Good Nutrition and Physical Activity in Child Care</a>.</p> <p>RWJF. <a href="#">Local Wellness Policies: How Are Schools Implementing the Congressional Mandate?</a></p> <p>LHC. <a href="#">Supporting Healthy Communities Through the American Recovery and Reinvestment Act of 2009</a>.</p> <p>NGA Center for Best Practices. <a href="#">Shaping a Healthier Generation: Successful State Strategies to Prevent Childhood Obesity</a>.</p> <p>HHS. <a href="#">Promoting Physical Activity and Healthy Nutrition in Afterschool Settings; Strategies for Program Leaders and Policy Makers</a>.</p>

<b>HEALTHY EATING</b>	
<b>IOM Action Steps</b>	<b>Products, Tools, and Research Briefs</b>
	<p>FRAC. <a href="#">Child Care Wellness Tool Kit: Child and Adult Care Food Program</a>.            UNC Nutrition and Physical Activity. <a href="#">Self-Assessment for Child Care</a> (NAPP SAC).  <i>See other resources under school based nutrition</i></p>
Adopt building codes to require access to, and maintenance of, fresh drinking water fountains (e.g., public restrooms).	
Implement a tax strategy to discourage consumption of foods and beverages that have minimal nutritional value, such as sugar-sweetened beverages.	<p>BTG/HER. <a href="#">Sugar- sweetened Beverage Taxes and Public Health</a>.            Rudd Center for Food Policy and Obesity. <a href="#">Policy brief on Soft Drink Taxes</a>.            Rudd Center for Food Policy and Obesity. <a href="#">Revenue Calculator for Soft Drink Taxes</a>.            ImpactTeen. <a href="#">State Snack and Soda Sales Tax Data</a>.            NEJM. Commentary by Kelly Brownell, Joe Thompson, Frank Chaloupka, et al. <a href="#">The Public Health and Economic Benefits of Taxing Sugar-Sweetened Beverages</a>.            California Center for Public Health Advocacy. <a href="#">Bubbling Over: Soda Consumption and Its Link to Obesity in California</a>.</p>
*Improve the nutritional quality of foods and beverages served and sold in schools and as part of school-related activities. <sup>4</sup>	<p>AFHG. <a href="#">Healthy Schools Product Calculator</a>.            AFHG. <a href="#">Product Navigator</a>.            AFHG. <a href="#">Policy and Systems Toolkit</a>.            AFHG. <a href="#">Competitive Foods Toolkit</a>.            AFHG. <a href="#">Guidelines for Competitive Foods Sold in Schools to Students</a>.            AFHG. <a href="#">Competitive Beverage Guidelines</a>.            AFHG. <a href="#">The Healthy Schools Program Framework</a>.            BTG. <a href="#">Local Wellness Policies: Assessing School District Strategies for Improving Children's Health</a>.            BTG. <a href="#">Executive Summary- Local Wellness Policies: Assessing School District Strategies for Improving Children's Health</a>.            BTG. <a href="#">Local Wellness Policy Coding Tool</a>.            RWJF. <a href="#">Local School Wellness Policies: How Are Schools Implementing the Congressional Mandate</a>.            CSPI. <a href="#">Model Local Wellness Policies on Nutrition and Physical Activity</a>.            CSPI. <a href="#">Sweet Deals: School Fundraising Can be Healthy and Profitable</a>.            CSPI. <a href="#">Raw Deal: School Beverage Contracts Less Lucrative Than They Seem</a>.            NPLAN. <a href="#">Developing a Healthy Beverage Vending Agreement</a>.            NPLAN. <a href="#">District Policy Establishing a Healthy Vending Program</a>.            NPLAN. <a href="#">How to Enforce a Wellness Policy: A Guide for Parents and Community Advocates</a>.            HKHC/HEbD. <a href="#">Lessons from the Field: Promoting Healthy Eating in Schools</a>.            HER. <a href="#">Impact of Federal Commodity Programs on School Meal Nutrition</a>.            HER. <a href="#">School Foods Sold Outside of Meals (Competitive Foods)</a>.            Rudd Center for Food Policy and Obesity. <a href="#">School Food: Opportunities for Improvement</a>.            Rudd Center for Food Policy and Obesity. <a href="#">School Wellness Policies</a>.            RWJF. <a href="#">Improving Child Nutrition Policy: Insights from National USDA Study of School Food Environment</a>.            RWJF Center. <a href="#">Child Nutrition Programs: Federal Options and Opportunities</a>.            University of Arkansas for Medical Sciences. <a href="#">Evaluation: Arkansas Act 1220 of 2003 to Combat Childhood Obesity</a>.            Public Health Advocacy Institute. <a href="#">Mapping School Food: A Policy Guide</a>.            California School Boards Association. <a href="#">School Wellness Policy Development, Implementation and Evaluation</a>.            LHC. <a href="#">Supporting Healthy Communities Through the American Recovery and Reinvestment Act of 2009</a>.            Local Government Commission and the Cities, Counties, and School Partnership. <a href="#">Healthy Kids, Healthy Communities: School and Local Government Collaborations</a>.</p>

## HEALTHY EATING

IOM Action Steps	Products, Tools, and Research Briefs
	BMSG. <a href="#">Debates from Four States Over Selling Soda in Schools.</a> BMSG. <a href="#">Obesity Crisis or Soda Scapegoat? The Debate over Selling Soda in Schools.</a>

\*Note, the IOM focus was on actions that can be taken outside of the school and school setting; thus this recommendation is not included in *Local Government Actions to Prevent Childhood Obesity* (see reference 4). CDC and LHC address actions both outside of and within the school setting.

## PHYSICAL ACTIVITY

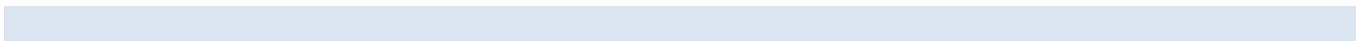
IOM Action Steps	Products, Tools, and Research Briefs
Plan, build, and maintain a network of sidewalks and street crossings that connect schools, parks, and other destinations.	ALR: <a href="#">Making the Link between Transportation, Physical Activity, and Obesity.</a> ALR. <a href="#">Walking and Biking to School, Physical Activity, and Health Outcomes.</a> ALR. <a href="#">Designing for Active Living Among Children.</a> Convergence Partnership. <a href="#">Promising Strategies for Creating Healthy Eating and Active Living Environments.</a> NACo. <a href="#">Planning and Land Use Solutions to Create Active, Healthy Counties.</a> NCSL. <a href="#">Complete Streets.</a> RWJF Center Report. <a href="#">Federal Agencies - Programs and Physical Activity Initiatives and Opportunities.</a> ALR. <a href="#">Models for Changes: Lessons for Creating Active Living Communities.</a> LHC. <a href="#">Supporting Healthy Communities Through the American Recovery and Reinvestment Act of 2009.</a> ALRC. <a href="#">Neighborhood Safety.</a> ALRC. <a href="#">How Garfield, NJ Got its Kids Moving More and Eating Better.</a> PHLP. <a href="#">Complete Streets Talking Points.</a> PolicyLink/ Prevention Institute/ Convergence Partnership. <a href="#">The Transportation Prescription: Bold New Ideas for Transportation Reform in America.</a> Complete Streets. <a href="#">Fact Sheet.</a> SRTSNP. <a href="#">Making roads safe for all users.</a> SRTSNP. <a href="#">Strategic Highway Safety Plan: Potential funding for Safe Routes to School.</a>
Adopt community policing strategies that improve safety and security of streets and park use, especially in higher-crime neighborhoods.	ALR. <a href="#">Making the Link between Transportation, Physical Activity, and Obesity.</a> ALR. <a href="#">Designing for Active Living Among Children.</a> NCSL. <a href="#">Complete Streets.</a> LHC. <a href="#">Supporting Healthy Communities Through the American Recovery and Reinvestment Act of 2009.</a> PI. <a href="#">Several resources on violence prevention.</a> SRTSNP. <a href="#">Fine-based Resources for Safe Routes to School. Local Models and State Recommendations.</a>
Collaborate with schools to develop and implement a Safe Routes to Schools program to increase the number of children safely walking and bicycling to school.	ALR. <a href="#">Walking and Biking to School, Physical Activity, and Health Outcomes.</a> ALR. <a href="#">Designing for Active Living Among Children.</a> RWJF Center Report. <a href="#">Federal Agencies - Programs and Physical Activity Initiatives and Opportunities.</a> ALRC. <a href="#">A Safe Routes to School Campaign Action Plan.</a> SRTSNP. <a href="#">State Level Policies that Influence Safe Routes to Schools.</a> SRTSNP. <a href="#">Safe Routes to School State Network Project: 2008 Annual Progress Final Report, 2007-2009.</a> SRTSNP. <a href="#">Safe Routes to School 2009 Policy Report. Moving to the Future: Building on Early Achievements.</a> SRTSNP. <a href="#">State Policies: Best Practices.</a> SRTSNP. <a href="#">Safe Routes to School Improves the Built Environment.</a> SRTSNP. <a href="#">Simple Steps to Get Started: SRTS Resources and information.</a> SRTSNP. <a href="#">Safe Routes to School 2009 Policy Report – Moving to the Future: Building on Early Achievements.</a> SRTSNP. <a href="#">Safe Routes to School: Leads to Greater Collaboration with Public Health and School Officials.</a>

<b>PHYSICAL ACTIVITY</b>	
<b>IOM Action Steps</b>	<b>Products, Tools, and Research Briefs</b>
	<p>SRTSNP. <a href="#">Safe Routes to School: Increases Physical Activity and Improves Health.</a></p> <p>SRTSNP. <a href="#">Safe Routes to School: A Catalyst for Building Partnerships and Leveraging Resources.</a></p> <p>SRTSNP. <a href="#">Walking and Bicycling to School and the Heavy Backpack.</a></p> <p>SRTSNP. <a href="#">School Bicycling and Walking Policies: Addressing Policies that Hinder and Implementing Policies that Help.</a></p> <p>PHP. <a href="#">Safe Routes to School Talking Points.</a></p> <p>PolicyLink/Prevention Institute/Convergence Partnership. <a href="#">The Transportation Prescription: Bold New Ideas for Transportation Reform in America.</a></p>
Build and maintain parks and playgrounds that are safe and attractive for playing, and in close proximity to residential areas.	LHC. <a href="#">Supporting Healthy Communities Through the American Recovery and Reinvestment Act of 2009.</a>
Collaborate with school districts and other organizations to establish agreements that would allow playing fields, playgrounds, and recreation centers to be used by community residents when schools are closed (joint-use agreements).	<p>NPLAN. <a href="#">Joint Use Agreement 1: Opening Outdoor School Facilities for Use During Non-School Hours.</a></p> <p>NPLAN. <a href="#">Joint Use Agreement 2: Opening Indoor and Outdoor School Facilities for Use During Non-School Hours.</a></p> <p>NPLAN. <a href="#">Joint Use Agreement 3: Opening School Facilities for Use During Non-School Hours &amp; Authorizing Third Parties to Operate Programs.</a></p> <p>NPLAN. <a href="#">Joint Use Agreement 4: Joint Use of District and City Recreation Facilities.</a></p> <p>NPLAN. <a href="#">Checklist for Developing a Joint Use Agreement.</a></p> <p>NPLAN. <a href="#">Liability Risks for After-Hours Use of Public School Property: A 50-State Survey.</a></p> <p>NPLAN. <a href="#">What is a Joint Use Agreement? A Fact Sheet for Parents, Students, and Community Members.</a></p> <p>NPLAN. <a href="#">Fifty-State Scan of Laws Addressing Community Use of Schools.</a></p> <p>NPLAN. <a href="#">Liability Risks for After-Hours Use of Public School Property: A 50-State Survey.</a></p> <p>PI &amp; BMSG. <a href="#">Joint Use.</a></p> <p>SRTSNP. <a href="#">Addressing Childhood Obesity through Shared School Facilities.</a></p> <p>SRTSNP. <a href="#">Location Affects The Potential to Walk or Bike.</a></p>
Institute regulatory policies mandating minimum play space, physical equipment, and duration of play in preschool, afterschool, and childcare programs.	<p>HER. <a href="#">Promoting Good Nutrition and Physical Activity in Child Care.</a></p> <p>NPLAN. <a href="#">Model Physical Activity Standards for Child-Care Providers (For Infant Through Preschool-Age Children).</a></p> <p>HHS. <a href="#">Promoting Physical Activity and Healthy Nutrition in Afterschool Settings; Strategies for Program Leaders and Policy Makers.</a></p> <p>UNC Nutrition and Physical Activity. <a href="#">Self-Assessment for Child Care</a> (NAPPSAC). <i>See other resources under school based physical activity.</i></p>
*Increase opportunities for frequent, more intensive, and engaging physical activity during and after school. <sup>4</sup>	<p>AFHG. <a href="#">Before and After School Programs Toolkit.</a></p> <p>AFHG. <a href="#">Physical Activity Toolkit.</a></p> <p>ALR. <a href="#">Active Education: Physical Education, Physical Activity, and Academic Performance.</a></p> <p>Alliance for a Healthier Generation. <a href="#">Physical Education Toolkit.</a></p> <p>BTG. <a href="#">Executive Summary- Local Wellness Policies: Assessing School District Strategies for Improving Children's Health.</a></p> <p>Rudd Center for Food Policy and Obesity. <a href="#">School Wellness Policies.</a></p> <p>RWJF. <a href="#">Local School Wellness Policies: How Are Schools Implementing the Congressional Mandate.</a></p> <p>University of Arkansas for Medical Sciences. <a href="#">Evaluation: Arkansas Act 1220 of 2003 to Combat Childhood Obesity.</a></p> <p>California School Boards Association. <a href="#">School Wellness Policy Development, Implementation and Evaluation.</a></p> <p>RWJF. <a href="#">Sports Participation and Physical Education in American Secondary Schools: A Research Highlight.</a></p> <p>CSPI. <a href="#">Model Local Wellness Policies on Nutrition and Physical Activity.</a></p> <p>Team-Up For Youth. <a href="#">Learning to Play and Playing to Learn.</a></p>

<b>PHYSICAL ACTIVITY</b>	
<b>IOM Action Steps</b>	<b>Products, Tools, and Research Briefs</b>
	<p>SRTSNP. <a href="#">Youth Bicycle and Pedestrian Safety Education Curriculum: Local Models and State Recommendations.</a></p> <p>SRTSNP. <a href="#">School Wellness Policies: Local Models and State Recommendations.</a></p> <p>SRTSNP. <a href="#">Addressing School Bus Costs through Walking and Bicycling: State Policies and Local Models.</a></p> <p>SRTSNP. <a href="#">Powerpoint on School Bus Cuts and Safe Routes to School.</a></p>

\*Note, the IOM focus was on actions that can be taken outside of the school and school setting; thus this recommendation is not included in *Local Government Actions to Prevent Childhood Obesity* (see reference 4). CDC and LHC address actions both outside of and within the school setting.

<b>SOCIAL MARKETING</b>	
<b>IOM Action Steps</b>	<b>Products, Tools, and Research Briefs</b>
<p>Develop media campaigns, utilizing multiple channels (print, radio, internet, television, social networking, and other promotional materials) to promote healthy eating (and active living) using consistent messages.</p> <p><i>[This recommendation encompasses federal policy efforts – both legislative and regulatory – that address marketing to kids and industry self-regulation initiatives.]</i></p>	<p>NPLAN. <a href="#">Creating a Healthy Food Zone Around Schools.</a></p> <p>NPLAN. <a href="#">Model Healthy Food Zone Ordinance.</a></p> <p>NPLAN. <a href="#">Restricting Food and Beverage Advertising in Schools.</a></p> <p>NPLAN. <a href="#">First Amendment Implications of Restricting Food and Beverage Marketing in Schools.</a></p> <p>NPLAN. <a href="#">District Policy Restricting Food and Beverage Advertising on School Grounds.</a></p> <p>NPLAN. <a href="#">District Policy Restricting the Advertising of Food and Beverages Not Permitted to be Sold on School Grounds.</a></p> <p>Rudd Center for Food Policy and Obesity. <a href="#">Cereal FACTS (Food Advertising to Children and Teens Score) Report.</a></p> <p>Rudd Center for Food Policy and Obesity. <a href="#">Cereal FACTS (Food Advertising to Children and Teens Score) Web Site.</a></p> <p>RWJF Center. <a href="#">Food Marketing to Children Toolkit.</a></p> <p>CSPI. <a href="#">Food Marketing to Children: State and Local Policy Options.</a></p> <p>CSP. <a href="#">Guidelines for Responsible Food Marketing to Children.</a></p> <p>CSPI. <a href="#">Model City Resolution on Food Marketing Aimed at Children.</a></p> <p>VERB. <a href="#">Youth Media Campaign.</a></p> <p>BMSG. <a href="#">Fighting Junk Food Marketing to Kids: A Toolkit for Advocates.</a></p>



## Acronyms/Abbreviations

(note: National Program Offices are italicized):

ALHG: Alliance for a Healthier Generation

ALR: Active Living Research

ALRC: Active Living Resource Center

BMSG: Berkeley Media Studies Group

BTG: Bridging the Gap

CSPI: Center for Science in the Public Interest

FRAC: Food Research and Action Center

HKHC: *Healthy Kids, Healthy Communities*

HER: *Healthy Eating Research*

HHS: Department of Health and Human Services

ICMA: International City/County Management Association

LHC: *Leadership for Healthy Communities*

LGC: Local Government Commission

NACo: National Association of Counties

NAP SACC: Nutrition and Physical Activity Self Assessment for Child Care

NCSL: National Conference of State Legislatures

NGA: *National Governor's Association*

NLC: National League of Cities Institute for Youth, Education and Families

NEJM: New England Journal of Medicine

NPLAN: *National Policy & Legal Analysis Network to Prevent Childhood Obesity*

NPO: National Program Office of the Robert Wood Johnson Foundation effort to prevent childhood obesity

PHLP: Public Health Law and Policy

PI: Prevention Institute

RWJF: Robert Wood Jonson Foundation

SRTSNP: *Safe Routes to Schools National Partnership*

USCM: United States Conference of Mayors

VERB: A Center for Disease Control and Prevention Youth Media Campaign

## References

<sup>1</sup>Institute of Medicine. *Local Government Actions to Prevent Childhood Obesity*. Editors; Committee on Childhood Obesity Prevention Actions for Local Governments; Institute of Medicine; National Research Council. September 2009. Available at: <http://www.iom.edu/CMS/3788/59845/72798.aspx>.

<sup>2</sup>Centers for Disease Control and Prevention. Recommended Community Strategies and Measurements to Prevent Obesity in the United States. July 2009. *MMWR* 2009;58 (No. RR-7):1-30. Available at: [www.cdc.gov/mmwr/PDF/rr/rr5807.pdf](http://www.cdc.gov/mmwr/PDF/rr/rr5807.pdf).

<sup>3</sup>Leadership for Healthy Communities. *Action Strategies Toolkit: A Guide for Local and State Leaders Working to Create Healthy Communities and Prevent Childhood Obesity*. May 2009. Available at: [www.leadershipforhealthycommunities.org/actionstrategies](http://www.leadershipforhealthycommunities.org/actionstrategies).

<sup>4</sup>Institute of Medicine. *Preventing Childhood Obesity: Health in the Balance*. [Report Brief]. September 2004. Available at: <http://www.iom.edu/~media/Files/Report%20Files/2004/Preventing-Childhood-Obesity-Health-in-the-Balance/ChildhoodObesity4pagerfixforwebpdf.ashx>.